FSC-51-A

ATTACHMENT B

1996 TRADE DIRECT MARKETING PROGRAM

INFORMATION SHEET

Date: March 14, 1996

Chain name: Quick Chek Food Stores
Chain address (include mailing & shipping):
Box 600-Old Highway
Whitehouse Station, N. J. 08889

Average weekly volume/store: 300
Avg. RJR weekly volume/store 62
RJR Total SOM: 18.6%
Supermarket: C-Stores: 100
Merchandising Level: II

Chain contact /title: Philip Baseil, Dir. of Mktg.
Chain ID#: 0919-00-00
Phone #: 908 534-2200 Ext 162
Fax #: 908-534-9217
Total # chain stores (program participants & non participants): 100
Chain owned stores (corporate): 100 # Dealer stores (even if not participants):
Are cigarettes priced competitively in this chain? Yes

RJR manager/title: G. N. Kuruc, Jr. KAM
Voice mail #: 43778
Division #: 1240 Division name: N. J. Chain
Phone #: 908-225-4774
Office address (include mailing & shipping):
Fax #: 908-417-9076
400 Raritan Center, Edison, N. J. 08837

Is chain Retailer Accrual Program (RAP) participant?: Yes
RAP Match? Yes
Total **quarterly** RAP **base** dollars? $ $ 30,600
Total **quarterly** match dollars: RJR's?: $ 10,200 Chain's?: $ 10,200
Total **quarterly** base dollars left after Partner's Promotions are paid for: $ 16,200
Which budget are you using (Retailer Accrual , Heavy-Up, etc.)? Retail Accrual

List # of stores by state participating in program; with total at end (ex.: 80SC;100GA=275)
100 stores all located in New Jersey
Which are fair trade states (minimum pricing)? New Jersey
Which of these non-fair trade states?

** Program description:
Brands (list Select & Winston separately, if applicable):
Effective beginning date: Mid April
** Expiration date: 12/31/96
** Mail out date: to be decided
** Roll Fold or Postcard? Postcard

** Chain's ad agency: FDN&P
** Agency contact person: Laura Boyer
** Agency address (include mailing, shipping, city, state, zip):
Box 600-Old Highway
Whitehouse Station, N.J. 08889
** Phone #: 908-534-2200 Ext 117
** Fax #: 908-534-9217

IMPORTANT!
1. Fax form (or E-Mail if completed in PC) to Nikki Lail (910) 741-7989.
2. E-Mail zip codes to Nikki (see Attachment C for instructions).
3. Send chain logo (see instructions: Attachment A, page 2) to: RJRT, POB 2959, W-S, NC 27102-2959, Attention: Nikki Lail, 8th Floor-Reynolds Building.

COMMENTS: Quick Chek will begin selling all FP and Savings cartons at NJ State Minimum pricing effective Mid April. This effort will be supported by billboard advertising. I have presented a proposal to include Direct Mail.

**Can be provided at a later date.

INFOSHET.DOC 3/7/96

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Source: https://www.industrydocuments.ucsf.edu/docs/gzxy0000

Quick Chek Food Stores
State of New Jersey
Divisions 1221, 1226, 1330, 1334

SR TERR	ACCT	STORE NO	CITY	ZIP
133007	402127	4	HIGHLAND PARK	08904
133003	481722	129	NORTH BRANCH	08876
133003	402289	35	SOMERSET	08873
133006	973008	119	SAYREVILLE	08872
133006	496261	117	SAYREVILLE	08872
133003	402328	9	RARITAN	08869
133005	401972	25	FORDS	08863
133006	038189	112	PARLIN	08859
133006	771738	49	PARLIN	08859
133003	655230	0	PISCATAWAY	08854
133003	401631	2	PISCATAWAY	08854
133003	298166	131	PISCATAWAY	08854
133003	089094	105	PISCATAWAY	08854
133007	078107	104	MILLTOWN	08850
133003	354717	130	MIDDLESEX	08846
133003	606920	125	MIDDLESEX	08846
133003	348638	126	MARTINSVILLE	08836
133003	080207	106	MANVILLE	08835
133005	674627	0	EDISON	08817
133005	045336	114	EDISON	08817
133005	639746	97	EDISON	08817
133003	401639	1	DUNELLEN	08812
133008	771671	48	CLINTON	08809
133003	772521	85	BRIDGEWATER	08807
133003	772192	76	BOUND BROOK	08805
133002	051000	113	POINT PLEASANT	08742
133002	057994	110	LAVALLETTE	08735
133002	280668	13	BRICK	08724
133402	522184	116	BEACHWOOD	08722
133004	615637	88	HAMILTON TWP	08619
133004	313060	137	TRENTON	08611
133004	780796	71	TRENTON	08610
133401	780865	74	TRENTON	08610
133401	279615	22	TRENTON	08610
133401	364336	136	BORDENTOWN	08505
133009	401222	24	MORRIS PLAINS	07950
133009	771632	50	MADISON	07940
133003	648832	0	BEDMINSTER	07921
133008	402519	33	WASHINGTON	07882
133008	400662	62	STANHOPE	07874
133001	643043	98	ROCKAWAY	07866
133001	771163	70	NEWTON	07860
133008	400505	37	NETCONG	07857
133008	400525	42	MOUNT ARLINGTON	07856
133008	400534	56	HOPATCONG	07843
133008	401203	32	HACKETTSTOWN	07840
133002	615917	86	WEST LONG BRANC	07764
133002	560451	121	OAKHURST	07755
133006	772349	81	MIDDLETOWN	07748
133006	696939	0	MATAWAN	07747

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Quick Chek Food Stores
State of New Jersey
Divisions 1221, 1226, 1330, 1334

SR TERR	ACCT	STORE NO	CITY	ZIP
133006	516283	103	MATAWAN	07747
133002	061803	27	LONG BRANCH	07740
133006	289714	123	HIGHLANDS	07732
133006	289715	133	HAZLET	07730
133002	280149	10	EATONTOWN	07724
133002	280141	20	BRADLEY BEACH	07720
133002	532859	120	WALL	07719
122102	273629	53	SADDLE BROOK	07662
122101	770569	87	BOGOTA	07603
122608	274215	26	TOTOWA	07512
122602	273940	31	WANAQUE	07465
122602	273912	57	POMPTON PLAINS	07444
122608	274213	28	LITTLE FALLS	07424
122602	273958	21	BLOOMINGDALE	07403
122602	771936	68	HILLSIDE	07205
122602	440523	17	ROSELLE	07203
122104	691882	0	BELLEVILLE	07109
133005	772391	82	WOODBRIDGE	07095
133005	075419	102	WOODBRIDGE	07095
122603	502671	115	WESTFIELD	07090
122602	401076	45	UNION	07083
122602	401101	16	UNION	07083
122602	274247	60	TOWACO	07082
133003	401619	41	SOUTH PLAINFIEL	07080
122603	401563	29	SCOTCH PLAINS	07076
133005	401470	23	CLARK	07066
122602	638583	0	RAHWAY	07065
133003	901011	122	NORTH PLAINFIEL	07060
133003	401581	43	WATCHUNG	07060
122103	399733	39	PASSAIC	07055
133009	274162	7	PARSIPPANY	07054
133009	376693	8	PARSIPPANY	07054
122103	509870	111	NORTH BERGEN	07047
122103	876707	84	NORTH BERGEN	07047
122602	401119	18	MAPLEWOOD	07040
122602	772594	6	LINDEN	07036
133009	232147	58	LAKE HIAWATHA	07034
122104	642713	92	KEARNY	07032
122103	222565	100	HOBOKEN	07030
122104	876644	80	HARRISON	07029
122603	401616	11	GARWOOD	07027
122102	771475	46	GARFIELD	07026
122603	772315	78	FANWOOD	07023
122604	457779	128	CLIFTON	07013
122103	771474	66	CLIFTON	07012
133006	267894	135	CARTERET	07008
122603	877134	91	BLOOMFIELD	07003
122602	642865	93	BAYONNE	07002
122602	642854	95	BAYONNE	07002
133005	387451	132	AVENEL	07001

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